



WKMG

ORDER

Print Date 09/20/12 Page 1 of 4

Flight Dates 09/11/12-09/17/12

Contract / Revision **258063 /**
Original Date / Revision
 08/30/12 09/11/12
Advertiser **ISS/Priorities USA Action**

Agency **Mundy Katowitz Media**

Buying Contact
1322 G. Street, SE
Washington, DC 20003

Product
PRIORITIES USA ACT
Agency Com 15%
Billing Contact
1322 G. Street, SE
Washington, DC 20003

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # **1560**
Alt Order # **06301439**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue,
Priority P-3
Advertiser Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 16850

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$14,322.50	\$16,850.00	0.00	08/27/12	09/17/12	27	\$14,322.50	\$16,850.00
Totals	27	\$14,322.50	\$16,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/14/12	09/14/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$800.00		0.00			
E 2	WKMG	09/14/12	09/14/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$800.00		0.00			
E 3	WKMG	09/14/12	09/14/12	3-4p Doctors The Doctors	CM	3-4p	----1--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$350.00		0.00			
E 4	WKMG	09/14/12	09/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Flight Dates 09/11/12-09/17/12

Hiatus Dates

Original Date / Revision 08/30/12/ 09/11/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1560

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/14/12	09/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----1--	1		\$500.00		0.00						
E 5	WKMG	09/14/12	09/14/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----1--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----1--	1		\$350.00		0.00						
E 6	WKMG	09/17/12	09/17/12	M-F David Letterman David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	1-----	1		\$700.00		0.00						
E 7	WKMG	09/17/12	09/17/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	1-----	1		\$700.00		0.00						
E 8	WKMG	09/17/12	09/17/12	3-4p Doctors The Doctors	CM	3-4p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	1-----	1		\$350.00		0.00						
E 9	WKMG	09/17/12	09/17/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	1-----	1		\$300.00		0.00						
E 10	WKMG	09/17/12	09/17/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	1-----	1		\$1,000.00		0.00						
E 11	WKMG	09/15/12	09/15/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----1-	1		\$500.00		0.00						
E 12	WKMG	09/15/12	09/15/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----1-	1		\$550.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKMG	09/10/12-09/16/12	Sat 6p News	6-630p	-----Sa--	:30	(\$550.00)	0.00	NM				
		See MG 12.2													
		[Program not airing due to football]													
		2	WKMG	09/12/12-09/14/12	Morn News at 530a	530-6a	--WThF----	:30	\$550.00	0.00	NM				
		Ⓜ MG for 12.1 09/15													
E 13	WKMG	09/15/12	09/15/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----1-	1		\$400.00		0.00						
E 14	WKMG	09/16/12	09/16/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----1	1		\$500.00		0.00						
E 15	WKMG	09/16/12	09/16/12		CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00



WKMG

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Hiatus Dates

Original Date / Revision 08/30/12/ 09/11/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1560

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
6-830a Sun News														
6-830a Sun News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1	1		\$200.00		0.00					
E 16	WKMG	09/16/12	09/16/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00 NM	1	\$650.00
CBS Eve News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1	1		\$650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	09/10/12-09/16/12		CBS Evening News		630-7p	-----Su	:30		(\$650.00)		0.00 NM		
See MG 16.2														
[Program not airing due to football]														
2	WKMG	09/12/12-09/14/12		M-F 7:30-8p Inside Ed		730-8p	--wThF----	:30		\$650.00		0.00 NM		
Ⓜ MG for 16.1 09/16														
E 17	WKMG	09/16/12	09/16/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
CBS Sunday Morning														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1	1		\$1,300.00		0.00					
E 18	WKMG	09/13/12	09/13/12	Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
Local 6 News 12-1230p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	---1---	1		\$700.00		0.00					
E 19	WKMG	09/13/12	09/13/12	4-430p Extra	CM	4-430p	---1---	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
Extra														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	---1---	1		\$450.00		0.00					
E 20	WKMG	09/13/12	09/13/12	Morn News at 530a	CM	530-6a	---1---	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
Morn News at 530a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	---1---	1		\$300.00		0.00					
E 21	WKMG	09/13/12	09/13/12	News at 6p	CM	6-630p	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
News at 6p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	---1---	1		\$1,000.00		0.00					
E 22	WKMG	09/13/12	09/13/12	9-10a Rachael Ray	CM	9-10a	---1---	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
Rachael Ray														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	---1---	1		\$350.00		0.00					
E 23	WKMG	09/12/12	09/12/12	11-12p Price Is Right	CM	11a-12p	--1----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
Price Is Right														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--1----	1		\$800.00		0.00					
E 24	WKMG	09/12/12	09/12/12	1230-2p CBS Soaps	CM	12:30-2p	--1----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
Soaps														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--1----	1		\$800.00		0.00					
E 25	WKMG	09/12/12	09/12/12	News at 5p	CM	5-530p	--1----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
News at 5p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--1----	1		\$800.00		0.00					
E 26	WKMG	09/12/12	09/12/12		CM	6-7a	--1----	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
				Morn News at 6a											
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----		1			\$500.00			0.00			
E 27	WKMG	09/12/12	09/12/12	M-F 7:30-8p Inside Ed	CM	730-8p	--1----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----		1			\$1,200.00			0.00			
													Totals	27	\$16,850.00